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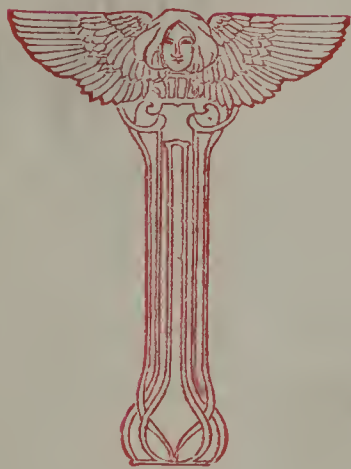
1935

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Fitchett

Dahlias



Fitchett Dahlia Gardens

Janesville, Wisconsin



*Awarded Silver Medal
of the American Dahlia Society
for best commercial display at
Central States Dahlia Society Show
Chicago, September, 1932*



**Firsts won by FITCHETT DAHLIA GARDENS
at A Century of Progress, 1933**

Gold Medal

*Supreme Award—Most Meritorious and Outstanding
Dahlia Display*

First—Trade Exhibit 200 square feet

First—Bowl of 50 Pompons

First—Basket of 50 Miniatures

First—Vase of 6 Peony Flowered

First—Photo of Commercial Garden

*First—Basket, Wisconsin Commercial
Sweepstakes in the Commercial Class*

Tied for Sweepstakes in Open Class

1934—First—Display of New Varieties

1935

Fitchett Dahlias

Charter Member
American Dahlia Society
Central States Dahlia Society
Dahlia Society of Wisconsin

Fitchett Dahlia Gardens

Established 1900

J. T. FITCHETT, Proprietor

735-737 Milton Ave.

JANESVILLE,

WISCONSIN

NEW VARIETIES

At the World's Fair, 1934, we won a blue ribbon for our commercial display of new introductions. Here are some of the new ones we are planning to grow this year. We can supply them this spring, postpaid, at the prices quoted. Cash with order.

Gertrude Martinek—A white decorative seedling originated by Otto Martinek, La Grange, Ill., will be offered for sale next fall. After growing it in our garden last year, we are inclined to say that for beauty of form and purity of color it is the best white we have grown or seen.

Dot Farley—I. D.—While to some it may be just another Autumn-tinted Informal Decorative, it surely comes well recommended after a thorough trial in California. Large attractive in form and facing well on a good stem, it is a pleasing blending of golden yellow and peach pink. \$7.50.

Forest Fire—I. D.—Distinctive lemon yellow for about one-third the length of the petals, then shaded to rich scarlet toward the tips. Clear yellow petaloids. The most distinctive novelty introduced in years. \$10.00.

Kay Francis—S. C.—Light lemon yellow. Probably the most nearly perfect yellow cactus dahlia yet offered. Very prolific bloomer and a good keeper. Made a most remarkable record as a prize winner last fall in both Eastern and Western shows. \$10.00.

Kathleen Osbourne—C.—New imported. Very large, narrow incurved petals, yellow at base tinted reddish. \$2.00.

Lord of Autumn—I. D.—Merits special mention among the new dahlias. The biggest winner in the large shows the past season. While very large it is still graceful. A lovely clear yellow without shading, \$10.00.

Mrs. L. Bregazzi—C.—A striking new importation. Large, salmon pink, suffused with cream. Very narrow petals. \$2.50.

Peytie Conway—Min. F. D.—The 1934 Championship miniature. Violet rose with tiny silver tip. Profuse bloomer with good stems. \$2.00.

Renate Muller—I. C.—One of the newer German cactus varieties which comes highly recommended. Shell pink shading to deep cream at the center. \$2.00.

We especially recommend Golden Eclipse, James Kirby and Nathan Hale. While not new they are standards in their classes.

New and Standard Varieties

INFORMAL DECORATIVE

Fully double flowers. Floral rays generally long, twisted or pointed and usually irregular in arrangement.

Andrea Ericson—Most easily described by calling it a white Fort Monmouth, with heavier petals. Needs slight shade in hot weather to reach its best. \$1.50.

Ann Rutledge—Glowing cerise shaded orchid, with mallow pink reverse. Unusually good stem. A dahlia of exceptional merit and worthy of the name of Lincoln's sweetheart. \$1.50,

Aztec Glory—Medium height plant, a healthy grower and prolific bloomer. Color, a clear golden yellow that glistens in the sunlight. \$1.00.

Barbara Redfern—One of California's best introductions. Color, old rose and old gold. The long petals, with a slight twist, show both colors. A healthy grower and continuous bloomer, with good stems. \$1.00.

Chemar's U. S. A.—Apricot buff, suffused gold. Color of old U. S. A. but with a perfect center and good stem. \$1.50.

City of Trenton—An Autumn colored dahlia of wonderful beauty. Rich glowing tangerine, reverse strawberry red. Large flower with a full high center. \$2.00.

Claude Harlan—Large blooms of soft bluish lavender, petals waved. Free flowering. 75c.

Cleopatra—Very informal both in plant and flower. Golden buff, with reddish reverse, sometimes with an open center. 75c.

Daily Mail—Deep yellow, shaded orange. An importation from England that has won many prizes in this country. \$1.50.

Delwood Glorious—Tyrian rose. Attractive flower and healthy plant. \$2.50.

Dorothy Stone—A deeper pink and a deeper flower than Kathleen Norris. Leathery foliage. \$1.00.

Dwight W. Morrow—A gigantic red dahlia that is admired by everyone. It prefers cool weather, a reasonably heavy soil and not too much forcing or water. \$2.00.

- Congressman Wolverton**—A cross between Jersey's Beauty and Rodman Wanamaker. Bright salmon pink, buds yellow. \$1.00.
- Elinor M. Radell**—Deep rose pink at center shading to amaranth pink at edges. It qualified for the Honor Roll equally well in color, stem, form and size and is a prolific bloomer. \$3.00.
- Elizabeth Harding**—Ashes of roses, suffused orchid, pale yellow at base of petals. \$2.50.
- Eliza London Shepard**—Bright golden orange apricot so blended as to make a one-tone very attractive flower. Large blooms of good substance on long, stiff stems. \$1.00.
- Eagle Rock Fantasy**—Beautiful in form and color. Clear mallow pink with silvery shadings. Florets are broad, tapering and notched at tips \$2.00.
- Fort Monmouth**—One of the giants that has made a good record since its introduction a few years ago. The color is a bright crimson maroon, and the petals are quite narrow. \$1.00.
- Francesca**—Large blossom with long narrow wavy petals. Rose heavily suffused with gold toward the center and with violet at the tips. \$1.50.
- Galli Curci**—An immense bloom of rich bronzy gold. A vigorous grower. \$1.00.
- Geo. L. Baker**—A large glowing claret red. Flowers well above the foliage. A new comer from Oregon which was very good in our garden last year. \$1.50.
- Girl of Hillcrest**—Large blooms, almost semi-cactus in shape. Flowers are bright apricot buff. Vigorous plant and an early and prolific bloomer. \$1.50.
- Good Night**—Oxblood red shaded maroon. Good throughout the season. An early and profuse bloomer. \$2.00.
- Great Harbor**—Medium height plant with flowers on good stems. A large flower of bright crimson carmine. \$2.00.
- Hathor**—Vivid coloring, not red but a soft flame, shading to yellow at extreme base of the broad, pointed petals. 75c.
- Islam Patrol**—Dark velvety crimson-scarlet, tipped and flushed with gold. An early and striking variety \$1.00.

James Kirby—I. D.—Justly claimed by the originator to be the most beautiful rich crimson informal decorative grown. A prize winner. \$2.00.

Jane Cowl—This magnificent decorative is, without doubt, the outstanding dahlia that has been produced since Jersey's Beauty. A prize winner in all parts of this country and also in the foreign shows. Color, a glistening bronzy buff and old gold, blending to a deeper shade toward the center of the perfect flower. The plants are always covered with immense blooms, held perfectly erect on long stiff stems. We have the best stock we have ever had of this variety and offer roots at 50c. each or three for \$1.00.

Jersey's Sovereign—Salmon orange flowers of fine form and substance. 75c.

Kathleen Norris—Rosé pink, deepening later to mallow pink, central petals lighter. Petals are broad and overlap each other with twisted tips. \$1.00.

Kaweah—"Largest dahlia in the show"—a frequent award. A deep clear rose-cerise giant. Petals shade to a rich velvety carmine at center, tips lighter. \$3.00.

King Midas—Claimed to be the greatest of all golden yellows and one of the six greatest of all exhibition dahlias. Stems are long, stiff and straight. 75c.

Lady Moyra Ponsonby—One of the best, pure glowing yellow, winning many prizes in all parts of the country. \$4.00.

La Fiesta—Butter yellow, pencilled with red. Huge flowers freely produced on large, free-branching plants. \$5.00.

La Reina—The originator says truthfully it is a combination of size and beauty hard to beat. A Californian of beautiful gold overlaid with buff on long strong stems. Many times a winner. Judged best flower in a large class at Men's Club show at A Century of Progress. One Chicago grower reported eighteen perfect blooms open on a plant at one time. Stock limited. \$3.00.

Lillian Baldwin—A good keeping variety. Crushed strawberry or rose pink. \$1.00.

Mabel Thatcher—Wide petaled buff yellow. 50c

Marechan—Loosely built light yellow. \$1.00.

- Margaret Woodrow Wilson**—A large blossom with good stem. Cream white with phlox purple reverse. 75c.
- Marion Meachen**—Giant irregular flowers of primrose with soft apricot edge. \$1.00.
- Marmion**—Large full flower on good stem. Golden yellow tinted bronze. 50c.
- Maryland**—Beautiful large flowers on long graceful stems. Silvery mauve, suffused flesh pink. 75c.
- Maryland Glory**—An early and satisfactory bloomer. Tyrian rose, shaded crimson carmine. \$2.00.
- Masterpiece**—The ray petals opening first give the impression of a trumpet narcissus bloom. Tan and old gold. 50c.
- Monmouth General**—A distinctive new shade of bright henna. A good grower and popular. \$2.50.
- Miss E. Davies**—Cream yellow, suffused with soft rose pink. Flowers well placed on exceptionally long erect stems. 75c.
- Mrs. Alfred B. Seal**—Pure, glowing old rose, a large flower of great depth on a robust plant. Has won a number of prizes in the west, where it originated. \$1.00.
- Myra Howard**—Wonderfully thrifty plant producing giant blooms. A combination of saffron and gold with tints of salmon. Small petaloids at base of larger petals. \$4.00.
- Nature's Masterpiece**—A beautiful blending of old rose, cinnamon and bronze, suffused with mulberry. Large flowers and good stems. \$1.50.
- Pot o'Gold**—Clear yellow. Numerous long wavy petals. \$2.50.
- Pride of Wisconsin**—American beauty red. Plenty of flowers on good stems. \$2.50.
- Prince of Persia**—Iridescent rich glowing crimson. Petals long and of good substance. \$2.00.
- Ray Warner**—Long pointed and twisted petals, good stems, low-branching bushes. Color is brighter pink than Jersey's Beauty. \$5.00.
- Robert Emmett**—Dark green, insect-resistant foliage. Large velvety cardinal red. \$3.00.
- Rookwood**—Bright cerise rose: shows well under artificial light. Plant low and branching, flower held well above the foliage. Petals are curled and twisted. \$1.50.

- Santa Anna**—A beautiful salmon rose, suffused with gold. \$1.00.
- Seal's Californian**—A bold and attractive flower, golden yellow at the center, with a suffusion of red-amber on the reverse and through the outer petals. \$1.00.
- Sharazad**—A gorgeous deep pink, resembling Jane Cowl in many ways. \$1.50.
- Spirit of St. Louis**—Deep American Beauty rose color. Will not fade or burn in the sun. Free bloomer. \$1.50.
- Strongheart**—Light cadmium shaded apricot. A very handsome flower. \$2.50.
- The Commodore**—Large, spectacular lemon yellow with darker shading. Petals broad and long. \$1.00.
- The Grizzly**—Shaggy, velvet maroon. Very free bloomer. 75c.
- Watchung Wonder**—Royal red, with a touch of gold at the center. Probably one of the largest flowers grown. Was quite a sensation in our garden last year. Unusual keeping qualities. \$1.00.
- White Wonder**—One of the largest white dahlias in the informal class. Petals are long and wavy. Plant is spreading, vigorous and insect-resistant. \$2.50.

FORMAL DECORATIVE

Fully double flowers. Floral rays generally broad, either pointed or rounded at the tips, outer ones tending to recurve and central ones tending to be cupped. A somewhat regular flower.

- Asbury Park**—Strawberry red, shaded salmon and old gold. Large, vigorous grower with excellent stems. \$1.50.
- Avalon**—Good even in a dry season. Chrome yellow. Stems equal to Jersey Beauty. Ideal in every way. 75c.
- Bashful Giant**—Apricot with golden shadings. A giant in size, but too bashful to hold up its head. 50c.
- Buckeye Bride**—Good shaped geranium pink, held well above the leathery foliage. \$1.00.
- Canteen**—Broad petals of a delicate shrimp pink, suffused with gold. 50c.

- Cameo**—Introduced in 1933 by Fisher & Masson, on the Honor Roll the previous fall, it occupied a prominent place in our gold medal display at A Century of Progress. Cameo makes a medium to tall plant with dark green insect-resisting foliage. According to Ridgeway's chart it is a true coral rose with a golden sheen on face of petals and rose on reverse. Stems are good. Petals are broad and the flower is more formal than informal in appearance. In our garden, it fully sustained the originator's claims. \$5.00.
- Chemar's Eureka**—White, with a touch of lavender pink disappearing as the flower becomes fully open. Strong, healthy grower with good stems. \$1.00.
- Chemar's Queen**—A medium height plant producing large chrome yellow blooms throughout the season. \$1.00.
- Calvin Coolidge, Jr.**—Deep rose pink, each petal edged gold. A free branching plant, with long stems holding the flowers boldly facing out. \$1.00.
- Champoeg**—An unusual coloring in a dahlia, waxy yellow shading to bright peach red toward the outer ends of the petals. Plant is vigorous and insect-resistant, a free bloomer and flowers keep well. \$1.50.
- Charm**—Much admired. A pleasing combination of burnt orange and yellow. 50c.
- Chemar's Orange Beauty**—A sport of Jersey's Beauty with characteristic foliage and form. Color, a pinkish orange, shaded lighter at base of petals. \$1.00.
- D. M. Moore**—Easily the best dark dahlia. An immense deep crimson maroon, with almost black center. Early. 50c.
- Dr. John Carman**—Light, brilliant, American Beauty rose color. An attractive flower. Partial shade will soften and enhance the color. \$1.00.
- Edward Everett Horton**—An early snow white of extra large size on long straight stems. \$1.00.
- Ellinor Vanderveer**—A beautiful dahlia of great size and depth; stems long and strong. Color a rich glowing satiny rose pink. 75c.
- Florence Finger**—Compact flower on good stem. Lavender rose. 75c.
- Fort Washington**—An exceptionally large dark maroon flower. Fine for exhibition. \$1.50.

- Franklin D. Roosevelt**—A giant crimson flower of great depth and perfect formation. A recent introduction which makes a good cut flower. \$1.50.
- Frau Geheimrat Scheiff**—One of our best sellers in the popular Autumn tints. Light chamois, with slight orange suffusion, copper reverse. 75c.
- Giant Ruby**—Deep scarlet, large deep flower on long stem. 75c.
- Gloriana**—Light buff, with an exceptionally long wiry stem. 50c.
- Golden Eclipse**—F. D.—A large golden yellow of the most distinct type. It has a very vigorous habit of growth and is a good root maker. Good record as a prize winner. \$3.00.
- Grace**—A very free bloomer on stiff stems. Medium sized flowers, pure white slightly tipped with lavender. \$1.00.
- Harry Mayer**—Pale rosaline purple, large blooms. \$1.00.
- Hercules**—An enormous loosely quilled flower. Color, tangerine and deep yellow. 75c.
- Housatonic**—Deep velvety blood red. 75c.
- Ida Perkins**—A pure, clear white on a good stem. Free bloomer. \$1.00.
- Indiana Moon**—Flesh ochèr, flushed pink, salmon and gold. \$2.00.
- Jane Dixon**—An exhibition dahlia of a beautiful shade of salmon orange. The flower is of unusual depth, with a high center. Foliage dark green and healthy. Introduced in the east last season and made good in our garden. \$5.00.
- Jeanne Charmet**—A pleasing combination of pinkish lilac on white. One of our earliest bloomers. 25c.
- Jersey's Beacon**—Large globular shaped flowers; Chinese scarlet, with a paler reverse. 75c.
- Jersey's Beauty**—The most popular dahlia in commerce today. Known and prized wherever dahlias are grown and conceded to be the finest pink dahlia in existence. A tall, vigorous plant. 50c.
- Jersey's Monarch**—An attractive salmon red, full center and good stem. Low growing plant. 75c.
- Jessie Day**—Deep golden buff, fine stem for cutting. 50c.

- Judge Marean**—Orange yellow, red and gold—different colors predominating as the flowers develop. A free bloomer on good stems. 75c.
- Kentucky**—A sport of Jersey's Beauty, if possible more robust than the original. Jersey Beauty pink, with a lot of yellow and gold blended in, making it more of a salmon pink. \$1.00.
- King Tut**—Rich, dark, velvety, crimson Burgundy. \$1.00.
- Kittie Dunlap**—Has all that can be desired in size, substance and stem. A pleasing shade of carmine rose, similar to the American Beauty rose. 75c.
- Lady Christy**—A pleasing shade of old rose. Blends perfectly with Newport Wonder. 75c
- Marcella Gill**—A good florists' variety. Color, soft rose pink. Medium sized flowers, freely produced on wiry stems. 50c.
- Monmouth Champion**—One of the best of the new introductions. A prize winner in all sections. Large blooms of a brilliant orange flame color. \$1.00.
- Mrs. E. Kusterer**—A large loose flower of a rich deep yellow. Petals are quite broad. 75c.
- Mrs. I. de Ver Warner**—One of the best of the Judge Marean dahlias. Large flowers, of good substance, on strong stems. Rich orchid or mauve pink. 50c.
- Nathan Hale**—Bronze, good stem, free bloomer. 75c.
- Omar Khayyam**—Chinese red at base of petals, shading to light orange and tipped lighter. \$1.50.
- Oregon Beauty**—Loose, oriental red with golden sheen. 50c.
- Patricia Ann**—Picric yellow, suffused with pink. Flowers large and facing up on strong stems. \$2.50.
- Porthos**—Large, flat, short-petaled cardinal red. Tends to show a green center early in season, but later comes very good. 50c.
- Pride of Fort Morgan**—A new brilliant dark red, of the largest size. \$1.00
- Quota**—An ideally formed compact flower with heavy petals making it a good keeper. A clear white on good stems. 50c.
- Radio**—A large blood red flower, petals edged and tipped yellow. A strong grower. \$1.00.

- Robert Treat**—Color of the American Beauty rose. \$1.00.
- Roman Eagle**—Large flat flower of burnished copper. The stem is not so good, needs disbudding. \$1.
- Roseata**—Salmon pink, medium size. 75c.
- Rose Fallon**—One of the world's best dahlias. Large, old gold. By selection we have developed a strain of uniformly tall plants with long stems that won high praise at the World's Fair. \$1.00.
- Rose Marie**—Broad petals make up a rather loose flower, which may show an open center. Color, reddish old rose. Foliage dark and healthy. \$1.00.
- Sagamore**—Saffron yellow with golden suffusion at center. Large and especially fine. 50c
- Salmon Supreme**—A seedling of Jersey's Beauty. Salmon orange with habit of parent. \$1.00.
- Shudow's Lavender**—Large flowers carried on a tall branching plant with fern-leaved foliage. Silvery lavender shading to white. \$1.50.
- Supreme Beauty**—Well named. Somewhat lighter than Jersey's Beauty, with a higher center. Good stem and an exceptionally long-keeping flower. \$2.00.
- Sycamore**—Clear, bright yellow, borne freely on very long slim stems. 50c.
- The World**—Deep, rosy magenta, overlaid with garnet, with silver shadings on edges of petals. Foliage leathery; stems strong. \$1.50.
- Thomas A. Edison**—Very dark purplish red. Robust grower, with dark leathery foliage. The unusual color is outstanding different from any other dahlia and always attracts attention in our show ground. Makes a safe root for keeping over. \$1.00.
- Treasure Island**—Bright apricot, with gold and rose suffusion. Flowers erect with full high center. Bush growth strong. \$1.00.
- Trentonian**—Broad, leathery petals of copper and reddish bronze. 75c.
- W. H. T.**—Tall, robust grower with strong stems. Color, rich old rose or begonia rose, a shade not common in big dahlias. Florets are of good substance. \$1.50.

MINIATURE DECORATIVE

Fully double flowers, conforming to definitions of either Formal or Informal Decorative types, but less than three inches in diameter.

Little Jewel—Beautiful peach blossom pink. A wonderful cut flower. 50c.

Agalia—Orange fawn, overlaid salmon. 50c.

Coral Gem—Gold, overlaid geranium pink, darker at edges. \$1.00.

Garden Love—A blending of yellow and pale red. 50c.

Marcella—Deep glowing rose on yellow base. 50c.

Nestlauchen—Informal—Deep blush pink. Free bloomer. \$1.00.

Onah—Informal—Amber shaded to orange at center. \$1.00.

Rapello—Velvety maroon, tipped gold. Filbert-shaped center is especially attractive if picked early. \$1.00.

Rhoda—A most artistically formed little decorative. A glowing orange rose or shrimp pink. 50c.

MINIATURE PEONY-FLOWERED

All of this group are low growing plants and especially free blooming, with good stems. Very satisfactory for table decorations or small baskets.

Charissie—The largest flower of the group. Clear rich rosy pink. 50c.

Northfield Priory—Peony—Copper orange with yellow base. \$1.00.

Pink Pearl—Peony—Rose pink, golden center. 50c.

Tiny—Flowers small, three to four rows of petals. Color, rich amber, tinted bronze at tips and yellow at base of petals. 50c.

White Star—Pure white with prominent yellow center. 50c.

Unwin—Low growing plants and quite free bloomers. The flowers are small, a few single but mostly semi-double, and come in a very pleasing variety of colors. They attracted much favorable comment in our showing at A Century of Progress and helped to win us a blue ribbon for best display of miniatures. Assorted, \$2.50 per doz.



ELIZA CONAN

INCURVED CACTUS

Fully double flowers with margins of the floral rays revolute (or rolled back) for one-half or more of their length. Floral rays tend to curve in toward center of flower.

Ballet Girl—Incurved narrow petals. Theoretically, orange red tipped white, often solid red. \$1.00.

Chemar's Masterpiece—Flowers extra large, full and fine form. An orchid pink seedling of Mrs. I. de Ver Warner. \$1.00.

Eliza Conan—Deep, ruby-crimson and white. For the first time we are offering a new introduction of our own. The form is good, being an incurved cactus with the petals twisted and curled in an artistic fashion. The blending of color is beautiful, as shown in the picture from a photograph taken in our garden. A profuse bloomer on good stems. \$2.00.

F. W. Fellows—Orange scarlet. Incurved, long narrow petals. 75c.

- Gladys Bates**—Heavy blooms of soft tan color, tinted rose. Profuse bloomer with perfect stems. 75c
- Kareol**—Incurved cactus with an unusually good stem. Maize yellow suffused and tipped Carmine, shaded old rose. Early. \$2.00.
- New Glory**—S. C.—Large, incurving petals, dark red tipped white. \$1.00.

RECURVED OR STRAIGHT CACTUS

Fully double flowers with margins of the floral rays revolute for one-half or more of their length. Floral rays recurved or straight.

- Countess of Lonsdale**—One of the oldest varieties in cultivation, yet hard to equal for freedom of bloom. A pleasing blending of salmon-pink and amber. 25c.
- Floradora**—Dark blood red. An old variety that has outlived many that have been brought out as "better." 25c.
- Frau Ida Mansfield**—Clear pale lemon color. Petals are cleft and revolute, making a very attractive flower. \$1.00.
- Golden Sonne**—A quantity of medium sized flowers are produced on good stems. Color, clear golden yellow shading to soft salmon rose on the outside petals. 50c.
- Hoffnung**—Good sized flowers of salmon or rose, shading to gold at center. 50c.
- Hollywood**—A free blooming rosy salmon. 75c.
- Jugendspracht**—A beautiful straight cactus, cream center to salmon rose outer petals. A good keeper. \$1.50.
- Rene Cayeux**—Bright geranium red. A French variety which is a dependable bloomer with a good stem. 25c.
- Signoor**—Deep blood red. Petals are long and slim with many small petaloids at the center which add greatly to its beauty. A Belgian introduction. \$1.00.
- Wolfgang von Goethe**—Golden Bronze, shaded orange scarlet. 50c.

All early orders—accompanied by cash—will receive a special premium.

"Short accounts make long friends"—so please remit promptly for orders placed in the Fall.

SEMI CACTUS

Fully double flowers with margins of the floral rays revolute for less than one-half of their length.

Aiko—A spectacular flower, cardinal red with a silvery reverse showing at the center and tips. \$2.00.

Alice Whittier—Erect plant, holding the flowers well above the foliage. Large, deep flower of primrose yellow with golden glow at base of petals. 75c.

Amelia Earhart—The originator claims it is the greatest exhibition flower ever introduced. Color, apricot buff with yellow at base of petals. \$4.00.

Cigarette—Cream ground, edged with orange red. 75c.

Col. Chas. A. Lindberg—Rose with lavender tints. Medium height plant. Very short flower stems, but a profusion of good sized flowers. 50c.

Countess of Claverly—A persistent bloomer for us in a very unfavorable season. Color, a clear pink. \$1.50.

Ebenezer—Long, twisted petals rose, purple with lighter color on back. 75c.

Edna Ferber—Glistening coral, shading to old rose. \$1.00.

Emma Marie—Bright violet rose shading to cream white at center. Flowers of good substance and on strong stems. \$1.00.

Fanny Sandt—Intense tyrian pink showing well under artificial light. Insect resistant foliage. \$1.00.

Farncott—Aster purple, with a majority of the petals tipped white. A profuse bloomer with flowers well above the foliage. Good keeper. 75c.

Frau O. Bracht—A straight-petaled, clean cut light primrose yellow from Germany. \$1.50.

George Walters—Large pinkish salmon, yellow at base. Often comes as a semi-double. 75c.

Irene Anderson—Large, rosy purplish cerise, heavily tipped with white. Very attractive and showy. Like all two-color varieties, it sometimes throws a solid color flower. \$1.50.

Jean Trimbee—A Canadian introduction which has made good in this country. Flowers are large and of a rich petunia violet color. \$1.50.

- Jean Chazot**—Golden bronze, suffused with nasturtium red. 75c.
- Jersey's Radiant**—Bittersweet orange. Very attractive and much admired. \$1.00.
- Josephine G.**—True rose pink, fluted petals tipped pinard yellow. A very attractive flower due to its upright blooms and splendid habit of growth. \$1.50.
- Karl Bonawitz**—A tall branching plant producing flowers on good stems. Artistic flowers of brilliant velvety carmine. \$1.50.
- Mariposa**—A pleasing shade of lavender pink, intensified by a violet suffusion. The veining of the long, narrow, incurved petals adds to the beauty of the flower. An early bloomer with good stems. 75c.
- Maryland Orange**—Bright orange with reddish shadings. Good commercial color and type. \$1.50.
- Nagel's Roem**—Salmon pink, suffused chamois rose and apricot. \$1.00.
- Oriental Beauty**—Clear, bright violet rose. Strong rugged bushes. \$1.00.
- Pansy G. White**—Pure shade of golden yellow. Free blooming upright grower, a certificate winner at Storrs. \$2.00.
- Robert E. Lee**—A bright cardinal red, which does not fade. A very attractive flower, but due to short stems, useless for cutting unless disbudded. \$1.00.
- Rudy Vallee**—Gold center shading out to reddish apricot. A vigorous plant. \$2.00.
- Santuzza**—Coral pink of great size and depth, held erect on strong stems. \$1.00.
- Satan**—Flaming red with light touch of gold at center. A winner for size and vigor. \$3.00.
- Star of Bethlehem**—Pure white blossoms freely produced on good stems. \$1.00.
- Sunset Glow**—Yellow at base, outer part overlaid with flame. Not a long stem, but quite a free bloomer. 50c.
- Tehachepi**—Bright canary yellow. Broad petals. 50c.
- The MacGregor**—Spectrum red, with yellow at base of petals. 50c.

We invite you to visit
our gardens
during the blooming season
from August first until frost.

PEONY

Open centered flowers with three or more rows of ray florets, often with smaller curled or twisted floral rays around the disc.

Alecto—Medium sized yellow, flushed rosy crimson. 50c.

Alma Davies—Salmon pink shading to deep old rose. \$1.00.

Bulldog—English peony-flowered, deep crimson scarlet. 50c.

City of Portland—Immense clear yellow blooms on good stems. 75c.

Dandy—Scarlet crimson. 50c.

Decoration—Creamy white, carmine shadings. 50c.

Diana—A narrow-petaled Hollander of very attractive crimson violet. A dependable bloomer. 50c.

Etendard—An English importation. Easily the best white peony we have grown. \$1.50.

Giant Edelweiss—Beautiful peony-cactus. Narrow, pointed petals of pure white. 50c.

King Leopold—Light cream yellow. 25c.

Liberty—Bright salmon scarlet. Good stem and a variety that is sure to please. 50c.

Lord Milner—Very satisfactory English variety. Cream yellow shading to nearly white tips. Until late in season heavily suffused with carmine. 50c.

Mrs. Chas. L. Seybold—Wonderfully productive of beautiful rose pink flowers, edged with white. Color varies somewhat, due to weather conditions. 50c.

Mrs. Irene Taft—Petals long, pointed and incurved. Rich wine red, toned with golden yellow at center. 75c.

Prairie Fire—Orange scarlet. 25c.

Queen Wilhelmina—Unquestionably still the best white for cutting. A wealth of pure white blooms with good stems. 25c.

U. S. A.—(Stillman's) A favorite in all sections of the United States. A glistening, pure, deep orange. \$1.00.

Waubesa—A seedling of Queen Wilhelmina. White, with a slight shading of lavender pink. 50c.



COLLARETTE

Open centered flowers, one row of large ray florets, with one or more rows of petalloids, usually of a different color, forming a collar around the disc.

Albert Maumene—Crimson purple, white tip.

Diadem—Rose pink; white collar.

Eden—Pure white, new.

Fayette—Bright scarlet with lighter collar.

Gallia—Rose, mottled cream; collar cream.

Marley—Old rose and canary yellow.

Maurice Rivoire—Deep red; collar white.

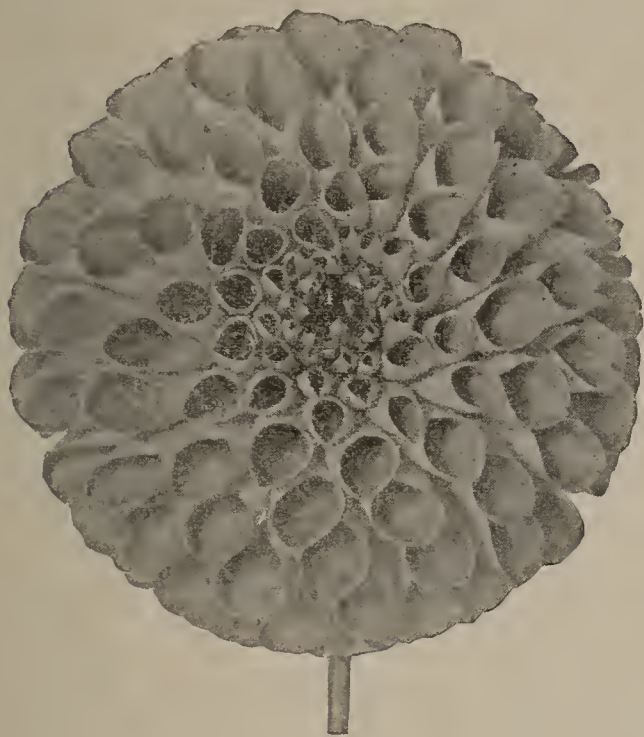
Mt. Lassen—Bright red; yellow collar.

Valentine—Pale yellow, lightly flushed crimson; white collar.

Price—All Collarettes, 25c.

The leaf hopper is probably the worst pest you will have to contend with. We have found Derrisol an efficient control and not objectionable to use.

Bordeaux Mixture is a good preventive spray to be applied to under side of foliage before the hoppers arrive.



BALL

Fully double flowers, ball shaped or slightly flattened. Floral rays in spiral arrangement, blunt or rounded at tips, and quilled or with markedly involute margins. Two inches or more in diameter.

- A. D. Livoni**—Soft pink, evenly quilled. 25c.
Carl Owen—Rich, non-fading carmine red. 50c.
Draude—Dark crimson red. 50c.
F. L. Bassett—Purple and white, variable. 25c.
Helen Hollis—Perfectly formed. Bright scarlet. 50c.
King of Shows—Exceptionally good, both in stem and bloom. Rich golden yellow with buff suffusion. \$1.00.
Mary Helen—A beautiful flower, deep canary yellow. Vigorous plant and free bloomer. \$1.00.
Maude Adams—White, suffused lilac pink; very free. 50c.
Norma—Large flowers on good stems; bright orange buff. 50c.
Tillamook—Evenly quilled, light pink. 25c.
Yellow Duke—Canary yellow. 25c.

POMPONS

Having same characteristics as Ball Dahlias, but less than two inches in diameter.

Achilles—Flesh, tipped darker pink.

Aimee—Tiny bronze flowers on long erect stems.

All Bright—Gold, heavily tipped and toned with red.

Amber Queen—Amber, suffused with apricot.

Arbutus—Rose pink; long stem.

Atom—Small, perfect, orange.

Bantam—Brownish red; a fine cut flower

Baby Evelyn—Pinkish salmon.

Belle of Springfield—Soft, rosy red, free blooming.

Bernice—Soft salmon; rather large but perfect.

Billy Tease—Yellow, tipped purple.

Bobby—Plum color. Good bloomer.

Censor—Dark purple.

Clara Harsh—Yellow, tipped crimson.

Dark Eye—White ground, lavender tip and darker center.

Darkness—Deep velvety black.

Dewdrop—White, lightly tipped lavender.

Eureka—Rich bronze, shading to yellow.

Fairy Queen—Sulphur yellow, edged pink.

Fashion—Golden orange.

Florist Gem—Deep golden, suffused and tipped orange red.

Ganymede—Beautiful fawn, suffused pink.

Geo. Ireland—Pretty little mauve pink.

Girlie—Small, rosy lavender on good stem.

Glow—Light old rose or coral.

Gold Drop—Pure gold. Small.

Grus Am Wein—Crushed strawberry color. Perfect on long stems.

Harry Snooks—Rose pink with white center.

Honey—Pale yellow with a faint suffusion of red on edge of petals, giving the appearance of an eye before the flower fully opens. Won a Certificate of Merit at Storrs. 50c.

Ideal—Pure canary yellow.

- Jessica—Golden, tipped red.
- Joe Fette—The outstanding pure white pompon. Perfect blooms on erect stems.
- Lassie—Yellow base, tipped rose.
- Little David—Deep orange, an ideal cut flower.
- Little Donald—Early, rich garnet red.
- Little Edith—Primrose yellow, tipped bright carmine.
- Little Irene—Clear yellow; perfect stem.
- Little Jim—Deep garnet.
- Lloyd Hickman—Small, old rose; long stems.
- Nelly Fraser—Bluish ground, tipped rose.
- Nora Reynold—Small, Indian red.
- Pauline—Dainty lavender blue, very freely produced.
- Pee Wee—Soft yellow, shading to brown.
- Petite John—Lavender rose.
- Phoebe—Yellow, shaded orange.
- Prince Charming—Cream, tipped carmine.
- Rosalia—Long stemmed, light yellow, tipped pink.
- Rosa Wilmoth—A fine rose pink on ideal stems.
- San Toy—White, heavily tipped carmine.
- Sunnybrook—Small golden yellow, suffused and tipped red.
- Tommy Keith—Crimson, tipped white.
- Tom Thumb—Very small Rich garnet red.
- Vivid—Bright scarlet.
- Wine Drop—Tightly quilled, deep wine red.
- Winifred—White tipped lavender.
- White Aster—Pure white.
- Price—All Pompons, 25c.

ANEMONE

Open centered flowers with one row of large ray florets, center filled with small tubular florets.

Ada Finch—Cream white single flower, center filled with tubular petals of the same color. 50c.

Teeny Weeny—Pompon Anemone. Flowers averaging $\frac{1}{2}$ to 1 inch across very freely produced on a low plant. Color, bright salmon. Attracted much attention at the World's Fair. \$1.00.

DUPLEX

Open centered flowers with two rows of ray florets.

Mme. Coissard—Cerise, shaded white. 75c.

Sensation—Vermilion red, tipped white. Often a solid red, but always attractive. 25c.

SINGLE

Open centered flowers with only one row of ray florets, or petals.

Coltness Gem Hybrids—Descendants of Coltness Gem, the famous dwarf bedding dahlia of England. Miniature single flowers very freely produced on low bushy plants. Shades of red predominate, but there are yellows and tans as well. Ideal for small baskets and low table decorations. Per dozen, assorted, \$2.50.

Helvetia—White, edged scarlet. Fern leaved foliage. Very attractive.

Maroon Century—Rich dark maroon.

Newport Wonder—Large, pointed petals, long stems; a beautiful old rose. 50c.

St. George.—Clear primrose yellow.

White Century—Large, pure white.

Price—All Singles, 25c.

NEW VARIETIES

We are growing a number of the newer varieties and invite you to come and see them.

FLOWERS ALL THE YEAR.

We are building up a series of lantern slides of the newer dahlias. Flowers are photographed at the garden and the slides hand-colored by an artist who has shown wonderful fidelity to nature. Some eighty slides are now available for use in an illustrated talk on the most popular flower grown.

GLADIOLUS--Special Assortments

Bulbs $1\frac{1}{4}$ down to $\frac{1}{2}$ inch

8 Albatros, white; 10 Ava Maria, lt. blue; 5 Picardy, largest pink; 12 Chas Dickens, purple; 8 Marmora, large smoky. Each item, 25c; the 5 for \$1.00.

Send for price list of other varieties.

Address: F. M. PALMITER & SON, Janesville, Wis.

A Few Suggestions as to Culture.

BY J. T. FITCHETT, JANESVILLE, WIS.

Proper division of the roots at planting time, water and cultivation are essential to the successful growing of dahlias.

WHEN TO PLANT.

Plant out when all danger of frost is over—about corn planting time. If received too early, roots should be placed in sand or soil and may be started indoors.

Growers in the South may plant early in April and have dahlias in bloom early in June. When the heat gets them and the plants cease to grow freely and the stems become hard, then cut the plants back, leaving only two joints above ground. Keep cultivated and they will start a new growth which should give a fresh crop of bloom in October. This may seem heroic treatment, but it works out all right.

WHAT TO PLANT.

If you have old clumps, split them into as many divisions as possible with one or two sprouts on each. Do NOT pull the roots off but split the old stem and the crown (where all the eyes are located) with a sharp knife. It is as reasonable to plant a whole ear of corn as a whole clump of dahlias. A large division will produce too many tops and only poor flowers. The roots we send out are divided ready to plant. Don't worry about a small root, all you really need is a sprout or eye. A root without an eye is worthless.

WHERE TO PLANT

Best place to plant is in the vegetable garden where they can be cultivated. Spade or plow ground fairly deep. Dig a hole six inches deep, put back a little loose dirt, lay the root on its side with sprout up and cover with about an inch of loose dirt. Pour in a quart of water to settle dirt closely around the root. Sprinkle a level tablespoonful of Vigoro in a circle around where the sprout will come up, but not so as to come in contact with it; then nearly fill the hole with loose dirt. This leaves a slight depression around the stem, which is an advantage in watering. Two feet apart in the row and three and a half feet between rows is about right. If soil is heavy or rich in fertilizer, a shovel of coal ashes may be worked into each hill before planting. This will tend to keep the soil from packing and being utterly devoid of fertilizer value will tone down the over rich soil. Dahlias planted in a soil rich enough for roses or peonies will make a rank growth and not come to bloom

as early as they should. Put a wooden label with the name written heavily in lead pencil beside each plant. It's half the fun of growing them to know their name when they bloom.

CULTIVATION.

Rake the ground thoroughly as soon as planting is completed and repeat this raking every week until plants are large enough to shade the ground. If the season is dry, water thoroughly at night once a week and rake the ground the next morning. Flowers are produced on the soft growth, and if through neglect your plants have become hard and woody, better cut a part of the top off and start over again.

FEEDING.

At planting time use plant food as directed under 'Where to Plant.' When flower buds begin to form, apply a level tablespoonful of Vigoro around each plant in a circle starting two inches from the stem and extending out ten inches and work it lightly into the soil. This feeding should be repeated every two or three weeks. Do not let the plant food touch the stalk or leaves.

DISBUDDING.

Larger flowers may be produced by removing the smaller buds usually appearing on either side of the main bud. Also remove the side branches as soon as they start at the first three joints immediately below the terminal bud.

INSECT PESTS.

One of your worst pests in a dry season is the Leaf Hopper, a very small insect which sucks the sap out of the under side of the leaf and flies away as soon as you brush against the plant. The leaves appear mottled and tips turn brown, same as potato vines with the "hopper burn." We have used Derrisol—sprayed on under side of leaves—with marked success. Black Leaf 40, Red Arrow and Evergreen are also recommended. BUT, "Get 'em early."

KEEPING FLOWERS

Cut flowers early in day if possible, trim off surplus foliage and put ends of stems in HOT water for a minute after which they may be put in cold water in the usual manner. Fresh flowers treated in this way last much longer and wilted ones are much revived by it. Do not get the hot water on flowers or leaves.

STORING ROOTS.

After a killing frost, let the roots ripen for a week, then cut off tops and dig the clumps of roots carefully. Label each variety and pack clumps in boxes on floor of vegetable cellar. If after a few weeks they seem to be too dry the roots may be covered with papers or sand, Do not divide clumps until spring.

Be a "Joiner."

Help boost your local Garden Club
—If there is none, help organize one.



Join your state organization. We in our state are proud of the Dahlia Society of Wisconsin, J. J. McCarthy, President. Send dues, \$1.00, to Theo. F. Schroeder, Sec'y, Mukwonago.



The Central States Dahlia Society is the organization which so successfully put on the World's Fair Dahlia Shows. Plans are under way for two exhibits in Chicago next Fall. Dues \$1.00 including semi-annual bulletin, (or \$2.00 if you wish the quarterly A. D. S. bulletins) J. Louis Roberts is President and B. B. Melgaard, Sec'y, 2138 N. Nordica Ave., Chicago.



If not affiliated with the American Dahlia Society through some local society, by all means send \$2.00 to the Secretary, C. Louis Alling, 251 Court St., West Haven, Conn., for membership, which includes the quarterly bulletin.



The Mid-West Dahlia News will give you a lot of useful information as well as all the news. Published quarterly at \$1.00 by D. O. Eldredge, 170 Talmadge St., Madison, Wis.



Lest you forget, we say it yet,
Obey that impulse—Order Dahlias
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